

The JS-44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for use of the Clerk of Court for the purpose of initiating the civil docket sheet.

PLAINTIFFS  
HUMANE CONSUMER LLC

DEFENDANTS  
COB ECOMMERCE EMPIRE LLC d/b/a KEEVA ORGANICS, CRAWFORD AND O'BRIEN LLC, CHARLES CRAWFORD, MICHAEL O'BRIEN and AMAZON.COM, INC.

ATTORNEYS (FIRM NAME, ADDRESS, AND TELEPHONE NUMBER)  
Paul W. Siegert, 307 Fifth Avenue, 4th Floor, New York, NY 10016

ATTORNEYS (IF KNOWN)  
Unknown

CAUSE OF ACTION (CITE THE U.S. CIVIL STATUTE UNDER WHICH YOU ARE FILING AND WRITE A BRIEF STATEMENT OF CAUSE)  
(DO NOT CITE JURISDICTIONAL STATUTES UNLESS DIVERSITY)

15 U.S.C. 1125(a), - deliberately and knowingly engage in commercial interstate acts of false advertising and misrepresentations

Has this action, case, or proceeding, or one essentially the same been previously filed in SDNY at any time? No  Yes  Judge Previously Assigned \_\_\_\_\_

If yes, was this case Vol.  Invol.  Dismissed. No  Yes  If yes, give date \_\_\_\_\_ & Case No. \_\_\_\_\_

Is this an international arbitration case?

No  Yes

(PLACE AN [X] IN ONE BOX ONLY)

### NATURE OF SUIT

		TORTS	ACTIONS UNDER STATUTES			
CONTRACT		PERSONAL INJURY	PERSONAL INJURY	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES
<input type="checkbox"/> 110	INSURANCE	<input type="checkbox"/> 310 AIRPLANE	<input type="checkbox"/> 367 HEALTHCARE/	<input type="checkbox"/> 625 DRUG RELATED	<input type="checkbox"/> 422 APPEAL	<input checked="" type="checkbox"/> 375 FALSE CLAIMS
<input type="checkbox"/> 120	MARINE	<input type="checkbox"/> 315 AIRPLANE PRODUCT LIABILITY	<input type="checkbox"/> PHARMACEUTICAL PERSONAL INJURY/PRODUCT LIABILITY	<input type="checkbox"/> SEIZURE OF PROPERTY	<input type="checkbox"/> 28 USC 158	<input type="checkbox"/> 376 QUI TAM
<input type="checkbox"/> 130	MILLER ACT	<input type="checkbox"/> 320 ASSAULT, LIBEL & SLANDER	<input type="checkbox"/> 365 PERSONAL INJURY	<input type="checkbox"/> 21 USC 881	<input type="checkbox"/> 1423 WITHDRAWAL	<input type="checkbox"/> 400 STATE REAPPORTIONMENT
<input type="checkbox"/> 140	NEGOTIABLE INSTRUMENT	<input type="checkbox"/> 330 FEDERAL EMPLOYERS' LIABILITY	<input type="checkbox"/> PRODUCT LIABILITY	<input type="checkbox"/> 690 OTHER	<input type="checkbox"/> 28 USC 157	<input type="checkbox"/> 410 ANTITRUST
<input type="checkbox"/> 150	RECOVERY OF OVERPAYMENT & ENFORCEMENT OF JUDGMENT	<input type="checkbox"/> 340 MARINE	<input type="checkbox"/> 368 ASBESTOS PERSONAL INJURY PRODUCT LIABILITY	<input type="checkbox"/> PROPERTY RIGHTS	<input type="checkbox"/> 430 BANKS & BANKING	<input type="checkbox"/> 430 BANKS & BANKING
<input type="checkbox"/> 151	MEDICARE ACT	<input type="checkbox"/> 345 MARINE PRODUCT LIABILITY	<input type="checkbox"/> PERSONAL PROPERTY	<input type="checkbox"/> 820 COPYRIGHTS	<input type="checkbox"/> 450 COMMERCE	<input type="checkbox"/> 450 COMMERCE
<input type="checkbox"/> 152	RECOVERY OF DEFULTED STUDENT LOANS (EXCL VETERANS)	<input type="checkbox"/> 350 MOTOR VEHICLE	<input type="checkbox"/> 370 OTHER FRAUD	<input type="checkbox"/> 830 PATENT	<input type="checkbox"/> 460 DEPORTATION	<input type="checkbox"/> 470 RACKETEER INFLUENCED & CORRUPT ORGANIZATION ACT (RICO)
<input type="checkbox"/> 153	RECOVERY OF OVERPAYMENT OF VETERAN'S BENEFITS	<input type="checkbox"/> 355 MOTOR VEHICLE PRODUCT LIABILITY	<input type="checkbox"/> 371 TRUTH IN LENDING	<input type="checkbox"/> 835 PATENT-ABBREVIATED NEW DRUG APPLICATION	<input type="checkbox"/> 480 CONSUMER CREDIT	<input type="checkbox"/> 480 CONSUMER CREDIT
<input type="checkbox"/> 160	STOCKHOLDERS SUITS	<input type="checkbox"/> 360 OTHER PERSONAL INJURY	<input type="checkbox"/> 380 OTHER PERSONAL PROPERTY DAMAGE	<input type="checkbox"/> 840 TRADEMARK	<input type="checkbox"/> 490 CABLE/SATELLITE TV	<input type="checkbox"/> 490 CABLE/SATELLITE TV
<input type="checkbox"/> 190	OTHER CONTRACT	<input type="checkbox"/> 362 PERSONAL INJURY-MED MALPRACTICE	<input type="checkbox"/> 386 PROPERTY DAMAGE	<input type="checkbox"/> SOCIAL SECURITY	<input type="checkbox"/> 850 SECURITIES/ COMMODITIES/ EXCHANGE	<input type="checkbox"/> 850 SECURITIES/ COMMODITIES/ EXCHANGE
<input type="checkbox"/> 195	CONTRACT PRODUCT LIABILITY	<input type="checkbox"/> PRISONER PETITIONS	<input type="checkbox"/> 710 FAIR LABOR STANDARDS ACT	<input type="checkbox"/> LABOR	<input type="checkbox"/> 861 HIA (1395f)	<input type="checkbox"/> 860 OTHER STATUTORY ACTIONS
<input type="checkbox"/> 196	FRANCHISE	<input type="checkbox"/> 463 ALIEN DETAINEE	<input type="checkbox"/> 7120 LABOR/MGMT RELATIONS	<input type="checkbox"/> 7120 RAILWAY LABOR ACT	<input type="checkbox"/> 862 BLACK LUNG (923)	<input type="checkbox"/> 861 HIA (1395f)
<input type="checkbox"/> 210	REAL PROPERTY LAND CONDEMNATION	<input type="checkbox"/> 510 MOTIONS TO VACATE SENTENCE	<input type="checkbox"/> 751 FAMILY MEDICAL LEAVE ACT (FMLA)	<input type="checkbox"/> 740 RAILWAY LABOR ACT	<input type="checkbox"/> 863 DIWC/DIWV (405(g))	<input type="checkbox"/> 862 BLACK LUNG (923)
<input type="checkbox"/> 220	FORECLOSURE RENT LEASE & EJECTION	<input type="checkbox"/> 530 HABEAS CORPUS	<input type="checkbox"/> 761 FAMILY MEDICAL LEAVE ACT (FMLA)	<input type="checkbox"/> 764 SSID TITLE XVI	<input type="checkbox"/> 864 SSID TITLE XVI	<input type="checkbox"/> 863 DIWC/DIWV (405(g))
<input type="checkbox"/> 230	TORTS TO LAND TORT PRODUCT LIABILITY	<input type="checkbox"/> 535 DEATH PENALTY	<input type="checkbox"/> 790 OTHER LABOR LITIGATION	<input type="checkbox"/> 870 TAXES (U.S. Plaintiff or Defendant)	<input type="checkbox"/> 865 RSI (405(g))	<input type="checkbox"/> 864 SSID TITLE XVI
<input type="checkbox"/> 240	ALL OTHER REAL PROPERTY	<input type="checkbox"/> 540 MANDAMUS & OTHER	<input type="checkbox"/> 791 EMPL RET INC SECURITY ACT (ERISA)	<input type="checkbox"/> 871 IRS-THIRD PARTY	<input type="checkbox"/> 870 TAXES (U.S. Plaintiff or Defendant)	<input type="checkbox"/> 871 IRS-THIRD PARTY
<input type="checkbox"/> 245		<input type="checkbox"/> 440 OTHER CIVIL RIGHTS (Non-Prisoner)	<input type="checkbox"/> 28 USC 2255	<input type="checkbox"/> 26 USC 7609	<input type="checkbox"/> 872 ERISA	<input type="checkbox"/> 872 ERISA
<input type="checkbox"/> 290		<input type="checkbox"/> 441 VOTING	<input type="checkbox"/> IMMIGRATION	<input type="checkbox"/> 873 DIVERSITY	<input type="checkbox"/> 893 ENVIRONMENTAL MATTERS	<input type="checkbox"/> 893 ENVIRONMENTAL MATTERS
		<input type="checkbox"/> 442 EMPLOYMENT	<input type="checkbox"/> PRISONER CIVIL RIGHTS	<input type="checkbox"/> 462 NATURALIZATION APPLICATION	<input type="checkbox"/> 894 DIVERSITY	<input type="checkbox"/> 894 DIVERSITY
		<input type="checkbox"/> 443 HOUSING/ ACCOMMODATIONS	<input type="checkbox"/> 550 CIVIL RIGHTS	<input type="checkbox"/> 465 OTHER IMMIGRATION ACTIONS	<input type="checkbox"/> 895 ADMINISTRATIVE PROCEDURE ACT/REVIEW OR APPEAL OF AGENCY DECISION	<input type="checkbox"/> 895 ADMINISTRATIVE PROCEDURE ACT/REVIEW OR APPEAL OF AGENCY DECISION
		<input type="checkbox"/> 445 AMERICANS WITH DISABILITIES - EMPLOYMENT	<input type="checkbox"/> 555 PRISON CONDITION	<input type="checkbox"/> 560 CIVIL DETAINEE CONDITIONS OF CONFINEMENT	<input type="checkbox"/> 950 CONSTITUTIONALITY OF STATE STATUTES	<input type="checkbox"/> 950 CONSTITUTIONALITY OF STATE STATUTES

Check if demanded in complaint:

CHECK IF THIS IS A CLASS ACTION  
UNDER F.R.C.P. 23

DEMAND \$2,000,000 OTHER JUDGE DOCKET NUMBER

Check YES only if demanded in complaint  
JURY DEMAND:  YES  NO

DO YOU CLAIM THIS CASE IS RELATED TO A CIVIL CASE NOW PENDING IN S.D.N.Y.  
AS DEFINED BY LOCAL RULE FOR DIVISION OF BUSINESS 13?

IF SO, STATE:

NOTE: You must also submit at the time of filing the Statement of Relatedness form (Form IH-32).

(PLACE AN X IN ONE BOX ONLY)

- |   |   |  |   |  |   |   |
|---|---|--|---|--|---|---|
| <input checked="" type="checkbox"/> 1 Original Proceeding | <input type="checkbox"/> 2 Removed from State Court | <input type="checkbox"/> 3 Remanded from Appellate Court | <input type="checkbox"/> 4 Reinstated or Reopened | <input type="checkbox"/> 5 Transferred from (Specify District) | <input type="checkbox"/> 6 Multidistrict Litigation (Transferred) | <input type="checkbox"/> 7 Appeal to District Judge from Magistrate Judge |
| <input type="checkbox"/> a. all parties represented       |   |  |   |  |   |   |
| <input type="checkbox"/> b. At least one party is pro se. |   |  |   |  |   | <input type="checkbox"/> 8 Multidistrict Litigation (Direct File)         |

(PLACE AN X IN ONE BOX ONLY)

- 1 U.S. PLAINTIFF  2 U.S. DEFENDANT  3 FEDERAL QUESTION  4 DIVERSITY  
(U.S. NOT A PARTY)

IF DIVERSITY, INDICATE CITIZENSHIP BELOW.

## CITIZENSHIP OF PRINCIPAL PARTIES (FOR DIVERSITY CASES ONLY)

(Place an [X] in one box for Plaintiff and one box for Defendant)

CITIZEN OF THIS STATE	[ ] 1	PTF	DEF	CITIZEN OR SUBJECT OF A FOREIGN COUNTRY	[ ] 3	PTF	DEF	INCORPORATED and PRINCIPAL PLACE OF BUSINESS IN ANOTHER STATE	PTF	DEF
CITIZEN OF ANOTHER STATE	[ ] 2			INCORPORATED or PRINCIPAL PLACE OF BUSINESS IN THIS STATE	[ ] 4			FOREIGN NATION	[ ] 6	[ ] 6

## PLAINTIFF(S) ADDRESS(ES) AND COUNTY(IES)

Humane Consumer LLC  
120 East 23rd Street  
New York, NY 10010  
(N.Y. County)

## DEFENDANT(S) ADDRESS(ES) AND COUNTY(IES)

Cob Ecommerce Empire LLC, 1303 W 10th Street, Tempe, AZ 85281 (Maricopa County)  
Crawford and O'Brien LLC, 1303 W 10th Street, Tempe, AZ 85281 (Maricopa County)  
Charles Crawford, 6900 E Princess Drive, Unit 2195, Phoenix, AZ 85054-4120 (Maricopa)  
Michael O'Brien, 1150 N 87th Place, Scottsdale, AZ 85257 (Maricopa County)  
Amazon.com, Inc., 300 Deschutes Way SW, Ste. 304, Tukwila, WA 98101 (Thurston)

## DEFENDANT(S) ADDRESS UNKNOWN

REPRESENTATION IS HEREBY MADE THAT, AT THIS TIME, I HAVE BEEN UNABLE, WITH REASONABLE DILIGENCE, TO ASCERTAIN THE RESIDENCE ADDRESSES OF THE FOLLOWING DEFENDANTS:

## COURTHOUSE ASSIGNMENT

I hereby certify that this case should be assigned to the courthouse indicated below pursuant to Local Rule for Division of Business 18, 20 or 21.

Check one: THIS ACTION SHOULD BE ASSIGNED TO:  WHITE PLAINS  MANHATTAN

DATE 06/26/18

SIGNATURE OF ATTORNEY OF RECORD

ADMITTED TO PRACTICE IN THIS DISTRICT

[ ] NO

[X] YES (DATE ADMITTED Mo. Dec Yr. 1974)  
Attorney Bar Code #

Magistrate Judge is to be designated by the Clerk of the Court.

Magistrate Judge Gorenstein is so Designated.

Ruby J. Krajick, Clerk of Court by \_\_\_\_\_ Deputy Clerk, DATED \_\_\_\_\_

UNITED STATES DISTRICT COURT (NEW YORK SOUTHERN)